

Message Text

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PAGE 01 STATE 168383

47

ORIGIN COME-00

INFO OCT-01 EA-07 ISO-00 EB-05 RSC-01 DRC-01 /015 R

66652

DRAFTED BY: COM/BIC/OIM/232/RLEVINE/MLV

APPROVED BY: EB/OCA/REP: GPWILSON

STATE/EB/CBA/OCA/BR: R A SWART

TEWLCH, REGIONAL MARKETING DIRECTOR, JAPAN/ANZ DIVISION

STATE/EA/J: D G BROWN

----- 079330

R 021510Z AUG 74

FM SECSTATE WASHDC

TO AMEMBASSY TOKYO

UNCLAS STATE 168383

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJ: CONSUMER GOODS PROMOTIONS (CGP)

REF: STATE 158110, TOKYO 9666

FOR TTC/STRONG

ALTHOUGH DIVISION HAS BEEN OBLIGED DROP CONSUMER
GOODS FAIR FY '75 WE DO NOT INTEND DIMINISH EFFORTS TO
PROMOTE THIS PRODUCT CATEGORY. THEREFORE PROPOSE AT USTC
CGP BE IN TWO TIME SLOTS 4/8-11/75 AND 4/15-18/75 INCLUSIVE
WITH HOUSEWARES HOME FURNISHINGS IN FIRST SLOT AND RECREATION,
SPORTS GOODS, LUXURY ITEMS, TOYS, GAMES AND AMUSEMENT
EQUIPMENT IN THE SECOND. BELIEVE THIS PROMOTIONAL PUBLICITY
PARALLEL TO THAT OF IN-STORE WILL BENEFIT BOTH. OIM ALSO SUGGESTS
IN INTEREST OF CGP SATURATION U.S. TEXTILE PROMOTION COUNCIL
INC. PROMOTE A TEXTILE EXHIBIT AND FASHION SHOW AT THE OKURA
HOTEL WITHIN THE TIME FRAME OF THE DUAL CGP PROMOTION AT THE
USTC. COMMERCE IS PRESENTLY SUBSIDIZING USATEX OPERATIONS
UNDER A JEA APPROPRIATION OF \$250,000 WHICH THEY ARE MATCHING.
LEE PARSONS OF USATEX CAN BE REACHED AT OKURA DURING NEXT
3 WEEKS. PLEASE COVER THIS SUBJECT WITH HIM AND ADVISE.

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KISSINGER

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NNN

Message Attributes

Automatic Decaptioning: X
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Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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30 JUN 2005

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